

Welcome to Solar Weekly Insight, presenting the most important developments in the global solar industry, ranging from significant industry trends, policies, research, and new technologies to markets and pricing.

This week's edition focuses on the new Bank Sarasin study on global solar markets, protest against U.K. FIT cuts, and recent U.S. PV market developments including a new 32 MW PV plant in New York.

In addition Solar Weekly Insight features an exclusive interview with Bill Elwell of SPG Solar, and introduces Peter Scherer as the new Head of Sales & Marketing at Solar Server.

### **Bank Sarasin expects PV industry shakeout, positive impact on the industry as a whole by improving overall growth prospects**



Many analysts are predicting difficult times for the PV industry may continue into 2012. During the week Bank Sarasin released a new analysis of the global PV industry which indicates that many companies will not survive a coming "shakeout".

However, the shakeout will ultimately have a positive impact on the industry as a whole by improving overall growth prospects. New sales markets and additional applications for solar energy will encourage newly installed PV capacity to rise by an annual average rate of 18% to 2015. [More](#)

### **U.K. demonstration at Parliament against FIT cuts**



Also, this week 500 persons protested at the U.K. Parliament against proposed solar FIT cuts, as more organizations come out against the cuts. Most significantly, there are indications that Liberal Democrat MPs may break with their coalition partners in the Conservative Party to vote against the cuts. [More](#)

*Picture left: The Guardian newspaper has speculated that members of the Liberal Democrat Party may vote against the FIT cut when it comes before Parliament*

### **BP Solar commissions 32 MW PV plant in New York**



On November 18th, BP Solar celebrated the commissioning of a 32 MW PV plant at Brookhaven National Laboratories, as the third-largest PV plant in the United States and the largest on the East Coast. [More](#)

*Picture left: The Long Island Solar Farm is the third-largest operational PV plant in the United States and the largest in the Eastern U.S.*

## NRG moves into DG with Solar Power Partners acquisition



On November 21st, NRG Energy acquired a significant distributed solar power pipeline with the purchase of Solar Power Partners for an undisclosed sum.

The acquisition includes 30 MW of distributed solar photovoltaic (PV) plants in operation or under construction by SPP, as well as a pipeline of projects in seven U.S. states, Ontario and Puerto Rico. [More](#)

*Picture left: NRG has acquired 30 MW of distributed PV plants which are either operational or under construction by SPP*

## New Interviews on PV tracking systems, global and Latin American PV markets, Joint Forces for Solar



Also this week, Bill Elwell of SPG Solar discusses his company's Sunseeker PV tracking system, and the potential of Latin American PV markets.

Bill Elwell: "One of my primary objectives is to educate the solar industry who is not familiar with trackers, who would normally go with a fixed-tilt system, to realize that a tracker makes financial sense and increases production by up to 20%."

Bill Elwell (picture left) expects increased PV demand in Central America, the Dominican Republic, Puerto Rico, and many other places. [More](#)



Working together as an industry: EuPD Research CEO Markus Hoehner on Joint Forces for Solar, U.S. policies and global markets

In an Interview recently published on [Solarserver.com](http://solarserver.com) Markus A. W. Hoehner, founder and CEO of Hoehner Research & Consulting Group GmbH – represented through EuPD Research, 360|Consult and 360|Concept talked about EuPD Research's Joint Forces for Solar program, explaining why the PV industry needs this approach.

Markus Hoehner (left) on global PV markets: "There is no shrink in 2012 and 2013, but there was a boom in 2010 and 2011. So you can compare that to the situation in 2008, 2009. In 2012 and 2013, the market is going back to normal. Back to its old growth path." [More](#)

## Peter Scherer is new Head of Sales & Marketing at Solar Server

Peter Scherer, your new contact person for advertising on [www.solarserver.com](http://www.solarserver.com), brings comprehensive experience from the IT and internet business into Heindl Server GmbH. But first and foremost our new sales officer has gained profound expertise working for manufacturers and commercial enterprises in the PV industry within the recent years.

Scherer is excited on his new challenge: "Especially in times of consolidation in the solar business market participants will have to present themselves in an intensified and more attractive way. What fits better than a leading solar industry website? With daily breaking solar news, high access rates and its selective audience Solar Server offers a superior return on investment compared to conventional advertising."

Peter Scherer is looking forward to doing successful business with you. He is available for you by e-mail [peter.scherer@solarserver.de](mailto:peter.scherer@solarserver.de) and phone: ++49 (0) 7121 69681-32.

**Thanks for your interest in the Solar Weekly Insight. Stay posted for next week's industry highlights.**

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